

## FLEET HELPS BRITISH TRADE.

Prof. J. H. Biles Tells of Services to Merchant Marine.

Sir John H. Biles, better known as Prof. Biles of Glasgow University, an authority on naval construction, lectured recently to the London Central Young Men's

Christian Association. Lady Jellicoe, wife of the British naval commander, presided. Prof. Biles, according to the *Yachting World* of London, said in the course of the lecture:

"Our navy might appear to some to have been of no active use to the country before the war; it might seem that its service had been largely passive in that

its strength had been only of value in preventing others from attacking us. But those who knew of the development which had taken place in our warships realized that the Admiralty, by availing itself so quickly and boldly of all possible improvements during the last fifty years, had acted as a great experimental laboratory for the construction of the mercan-

tile marine. The money spent in ship construction and engineering in the navy had been expended profitably for the country.

"The mercantile marine would not have been nearly such a great wealth producing machine had it not been for the pioneering work done by the Admiralty. The last ten years have been prolific in

development, and it can hardly be said that the type of battleship has become fixed, as it was in the period prior to that of the dreadnought. Some, reading the newspapers at home, ask why it is that the navy is doing so little, but those who know are astounded that the navy has done so much. It is not too much to say of Sir John Jellicoe's fleet, as Ad-

miral Mahan wrote concerning Nelson's fleet in relation to Napoleon's landing force: 'That storm beaten fleet upon which the Grand Army had never set eyes stood between it and the conquest of the world.'

"Some look forward to the day when the British fleet will meet the German fleet and fight it, but except for the glory of

our arms in such a fight it is difficult to see what better position we should be in then than we are today. While Sir John Jellicoe can keep the Germans in such fear that they dare not come out our fleet will do all it was created to do, and the operation of 'digging them out,' which Mr. Churchill has said would be done, can be postponed."

## A Very Special Offering of Desirable Laces & Lace Flouncings

Embroidered Net Flouncings White, cream and two toned, 18 to 36 inches wide

95c to \$4.95 yard. Usually \$1.50 to \$6.50

Novelty Lace Flouncings

Embroidered in silver and delicate colorings on all the new fancy meshes

95c to \$5.95 yard—Usually \$1.75 to \$8.00

Black Silk Margot Lace Flouncings

18 to 36 inches wide \$2.25 to \$4.75 per yard

Imitation Binche, Fiet & Valenciennes Laces

With insertions to match 1 1/2 to 5 inches wide 12c to 48c per yard

Net & Shadow Lace Edges

White and cream, 4 to 7 inches wide 18c to 50c per yard—Usually 25c to 75c

Street Floor.



# Lord & Taylor



Fifth Avenue, 38th Street, 39th Street

Music Daily—Luncheon and Afternoon Tea, 10 A. M. to 5 P. M.—Special Luncheon, 75c.

## Annual Sale of Muslin Underwear House Gowns, Kimonos, Silk Petticoats Corsets and Waists

The Greatest Sale of the Year—Superlative in the Unprecedented Values it Offers, the immense variety of styles and dainty fabrics it presents. An assemblage which has taken months of careful preparation to gather and of which we are justly proud.

### Special January Sale Women's Fur Coats & Fur Novelty Sets At Greatly Reduced Prices

#### Matched Fur Sets

	Muffs	Scarfs
Skunk.....	\$24.50	\$17.50
Black Fox.....	\$17.50	\$14.50
Natural Raccoon.....	\$9.50	\$6.50
Black Raccoon.....	\$12.50	\$12.50
Seal-Dyed Muskrat.....	\$17.50	\$17.50
Silvered Kitt Fox.....	\$31.50	\$17.50
Kitt Coney.....	\$7.50	\$4.50
Persian Lamb.....	\$27.50	\$17.50

#### Fur Coats

Black Russian Pony Coats	Usually \$37.50	\$25.00
Black Caracul Coats	Usually \$110.00	\$72.50
Seal-Dyed Muskrat Coats	Usually \$115.00	\$78.50
Seal-Dyed Muskrat Coats	Usually \$165.00	\$135.00
Seal-Dyed Coney Coats	Usually \$82.00	\$65.00
Persian Lamb Coats	Usually \$250.00	\$195.00

Third Floor

### Opening Exhibit of Fine American Cotton Dress Fabrics For Spring 1915

Many of these handsome American-made goods were used in the evening dresses worn at the Cotton Ball held at the Waldorf-Astoria. Inspection invited.

Second Floor

### A Very Special Offering In the Adam Salon, Fourth Floor

For a Limited Time

#### Women's Sport and Street Suits

will be made to order from High Class Materials at the Exceptional Price of

\$65.00

The entire collection of Imported Models in

#### Dresses and Suits

from the leading Paris Dressmakers

Reduced to

\$35, \$45, \$65, \$85, \$95, \$135

### Women's Sweaters Greatly Reduced

Angora Finish & Plain W-ave Sweaters with or without roll collar; rose, Copenhagen blue and a variety of other shades (broken sizes). Special at

\$3.75

Fancy Angora Sweaters all the leading two-tone combinations with long sash. Usually \$7.50. Special at

\$5.00

Fourth Floor

### 40,000 Yards Imported and Domestic Black Dress Silks

The surplus stocks of several manufacturers

At Great Price Concessions

Black Taffeta Silks	Usually 95c per yard	78c
Black Crepe Meteor, Poplin, Taffeta and Satins	Usually \$1.75 to \$2.00 per yard	\$1.28
Black Brocade, Silk Taffetas and Crepe-de-Chine	Usually \$1.85 and \$2.50 per yard	\$1.38
Black Crepe Meteor, Charmeuse and Black Dress Satins	Usually \$2.75 and \$3.50 per yard	\$1.98
Black Satin Crepes, Gros-de-Londre and Crepe-de-Chine	Usually \$2.50 and \$3.00 per yard	\$1.78
Black Crinkle Crepes	Usually \$1.45 per yard	98c
Black Satin Cashmere, Satin Charmeuse, Taffeta, Moire and Dress Satins	Usually \$2.25 and \$2.75 per yard	\$1.68
Black Messaline	36 inches wide Usually \$1.00 per yard	77c

Also 1000 Lengths of Black Silks

At Greatly Reduced Prices to Close

Street Floor

### Annual Midwinter Sale of Women's Smartest Footwear

At Big Reductions from Usual Prices

Boots & Slippers

Usually \$5.00 to \$8.00

\$3.35 & \$4.85

Smart Low Shoes

Usually \$5.00 to \$8.00

\$3.25

Misses' & Children's High & Low Shoes

All styles and all leathers except white buckskin

6 to 11.....\$2.00 | 11 1/2 to 2.....\$2.50 | 2 1/2 to 5 1/2.....\$3.00

Usual prices \$2.50 to \$4.00

Second Floor

### Great Clearance of Women's Suits

Emphatic Reductions Throughout the Entire Stock

Splendid Selection of Models, Materials and Colorings

Every Suit Beautifully Lined and Interlined

Many Models Richly Trimmed with Fur.

\$15.00 \$21.50 \$29.50 \$39.50

Usual Prices, \$30.00 to \$85.00.

### Women's Coats—Unprecedented Values

Practical Coats For Street Wear

Fancy boucle and chinchilla in smart models and colorings.

\$10.00

Usually \$20.00

200

Fur Collared Coats

Of broadcloth, fancy boucle, mixtures and wool velours.

\$17.50

Usually \$35.00

Fur Collared Seal Plush Coats

One of the smartest models; beautifully lined.

\$29.50

Usually \$50.00

Street or Touring Coats

Wool plush, zibeline, fancy boucle and corduroy, lined and interlined.

\$15.00 & \$19.50

Usually \$25.00 to \$35.00

75 High Class

Seal Plush Coats

Two distinct models, handsomely lined.

\$25.00

Usually \$45.00

Third Floor

Fur Collared

Broadtail Cloth Coats

Of the finest quality. Two distinctive models, lined and interlined.

\$34.50

Usually \$65.00

### Unusual Sale of Lace Curtains

At the Following Extraordinary Prices:

25 pairs—formerly \$6.50 per pair

\$2.50

200 pairs—formerly \$1.50 to \$2.25 per pair

75c to \$1.25

40 pairs—formerly \$5.50 per pair

\$3.85

250 pairs—formerly \$2.75 to \$5.00 per pair

\$1.70 to \$2.25

185 pairs—formerly \$1.50 to \$2.40 per pair

75c to \$1.00

225 pairs—formerly \$2.25 to \$4.00 per pair

\$1.25 to \$2.00

150 pairs—formerly \$11.00 to \$16.00 per pair

\$6.80 to \$8.50

120 pairs—formerly \$16.50 to \$24.00 per pair

\$10.00 to \$12.75

Also—

Bed Sets, \$2.00, \$3.00 & \$4.00

Formerly \$4.00, \$6.00 and \$9.75 each

Reversible Velour Portieres

Made up with open edges in contrasting colors. Formerly \$27.00 per pair

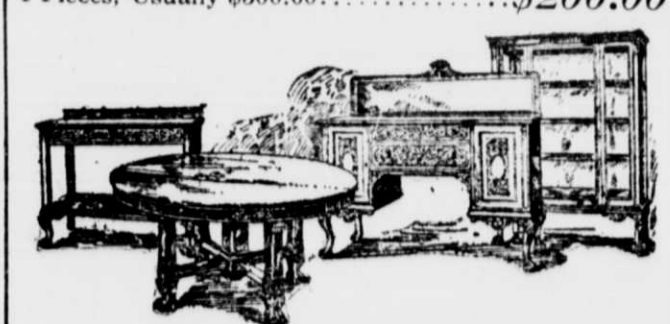
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Fifth Floor

### January Clearance Sale of Furniture

Solid Mahogany Dining Room Suite,

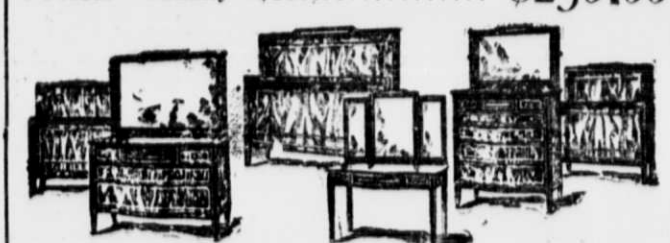
4 Pieces, Usually \$500.00.....\$200.00



The illustration shows one of our best solid mahogany, hand-carved dining room suites at less than half price. There are only three of this particular pattern, but there are others equally good at the same price.

Circassian Walnut Bed Room Suite,

4 Pieces—Usually \$500.00.....\$250.00



There are only nine of these suites. They are all well constructed, and the inlaid lines are of the finest hollyhock. The four pieces consist of full size bedstead, dresser, chiffonier and toilet table.

Two of the suites, with twin bedsteads, \$300.



100 Chairs or Rockers, \$10.00

Usually \$16 each. These chairs are upholstered in an assortment of tapestries.

25 Solid Mahogany

Tables,

\$10.00

Usually \$17.50

30 inches tall, 24-inch top, Colonial base; suitable for parlor or living room.



Sixth Floor